

100

Figure 1

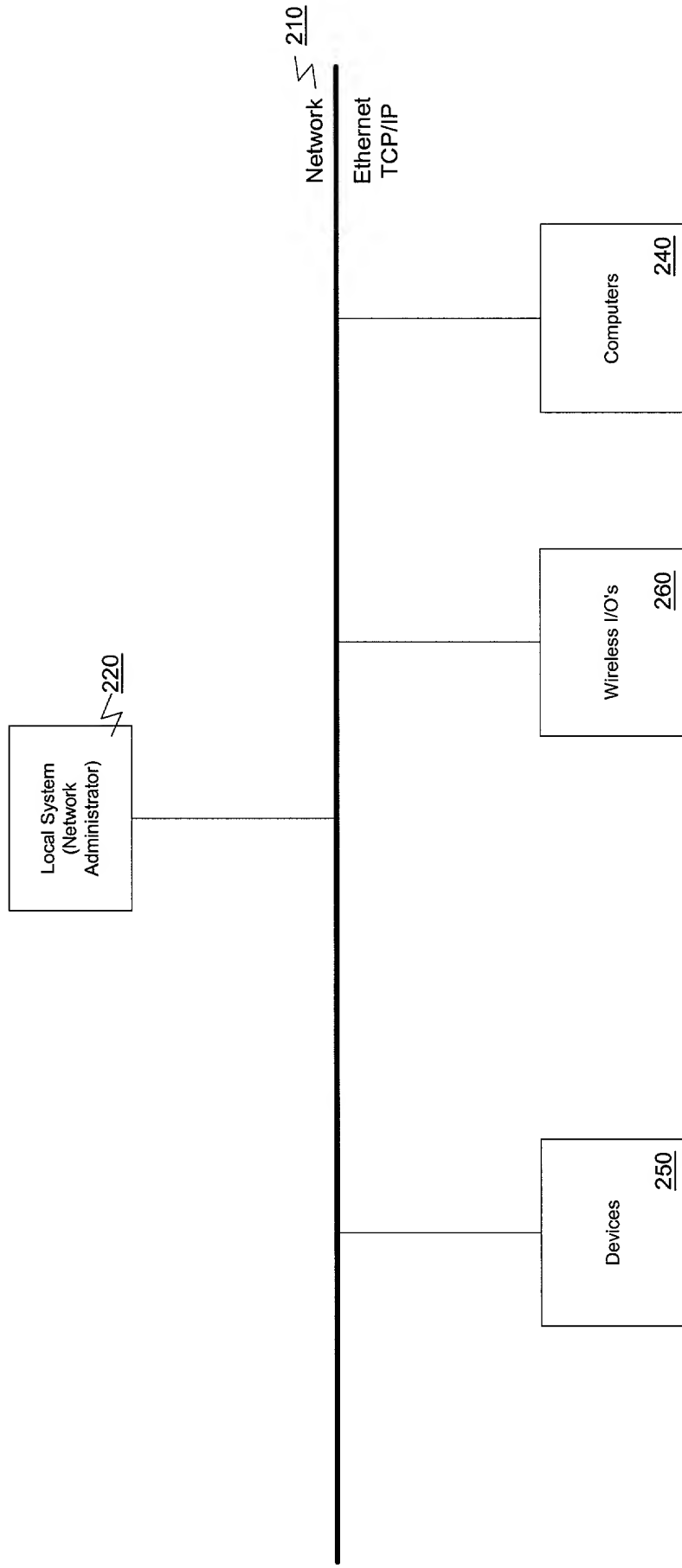


Figure 2

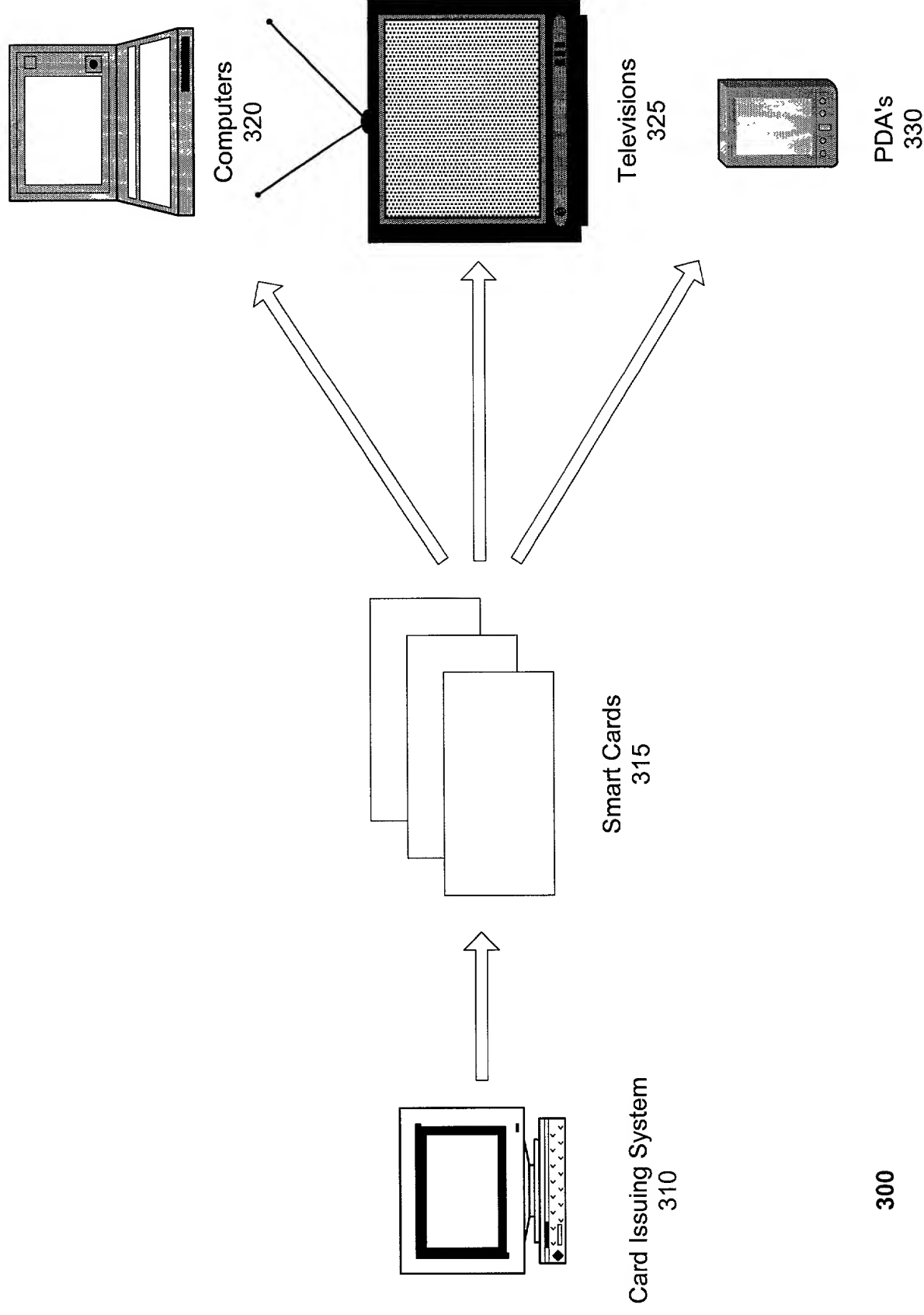


Figure 3

405

**User Identification**

Name

Demographic Information  
(e.g., age, gender)

Credit Card Information  
(e.g., Type, Number)

Other Information  
(e.g., Identification  
Number, Password)

410

**User Preferences**

Favorite Content  
Categories  
(e.g., Sports, Comedy)

Special Interest Under  
Each Category  
(e.g., Basketball,  
Sitcoms)

Key Terms  
(e.g., Lakers, Sienfeld)

Further Limiting the  
Content  
(e.g., Game, Soup Nazi)

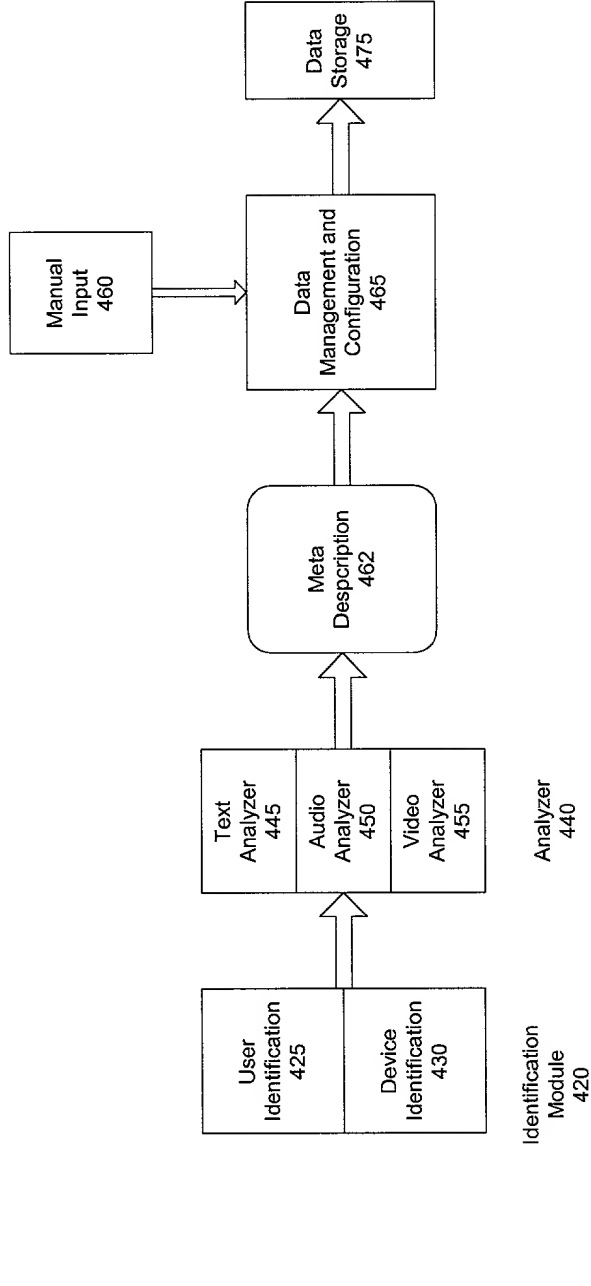
Favorites

415

**User History**

Criteria for Tracking the  
Media Programs  
(e.g., Most Watched,  
Recently Watched, Not  
Watched for a Certain  
Period of Time, Key  
Terms)

**Figure 4A**



System 400

Figure 4B

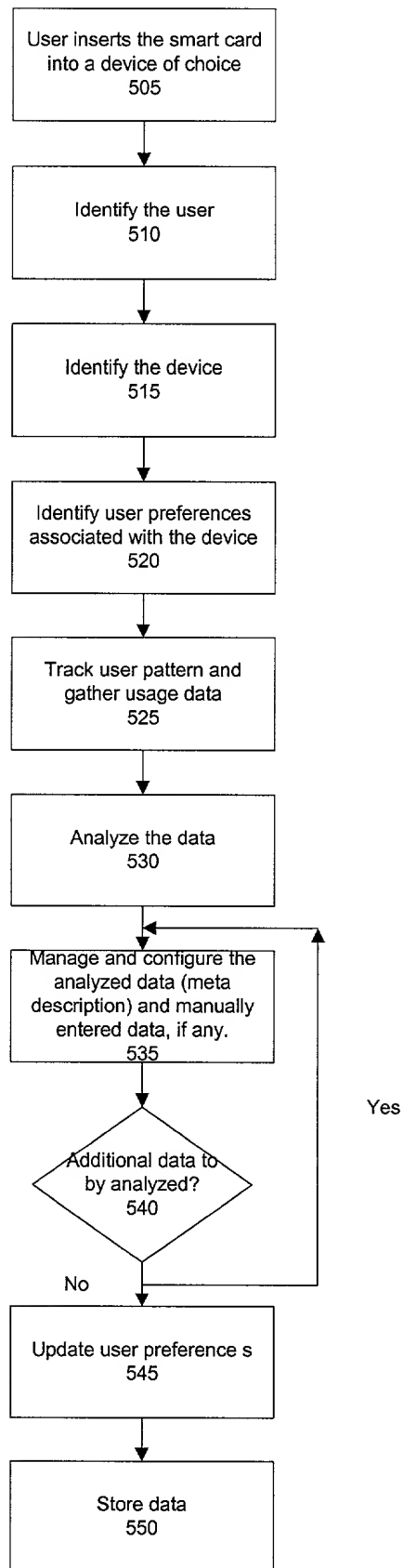


Figure 5

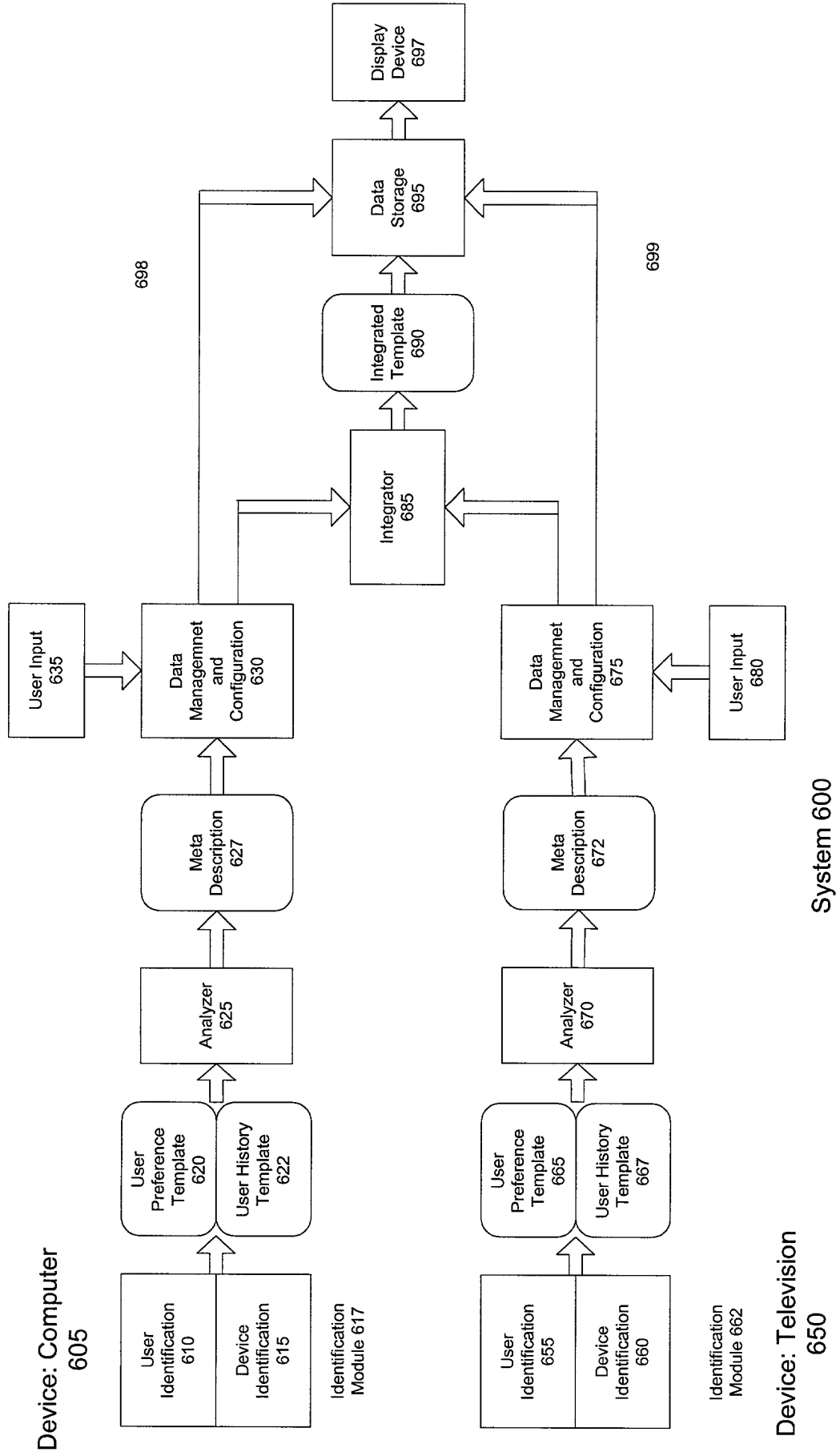
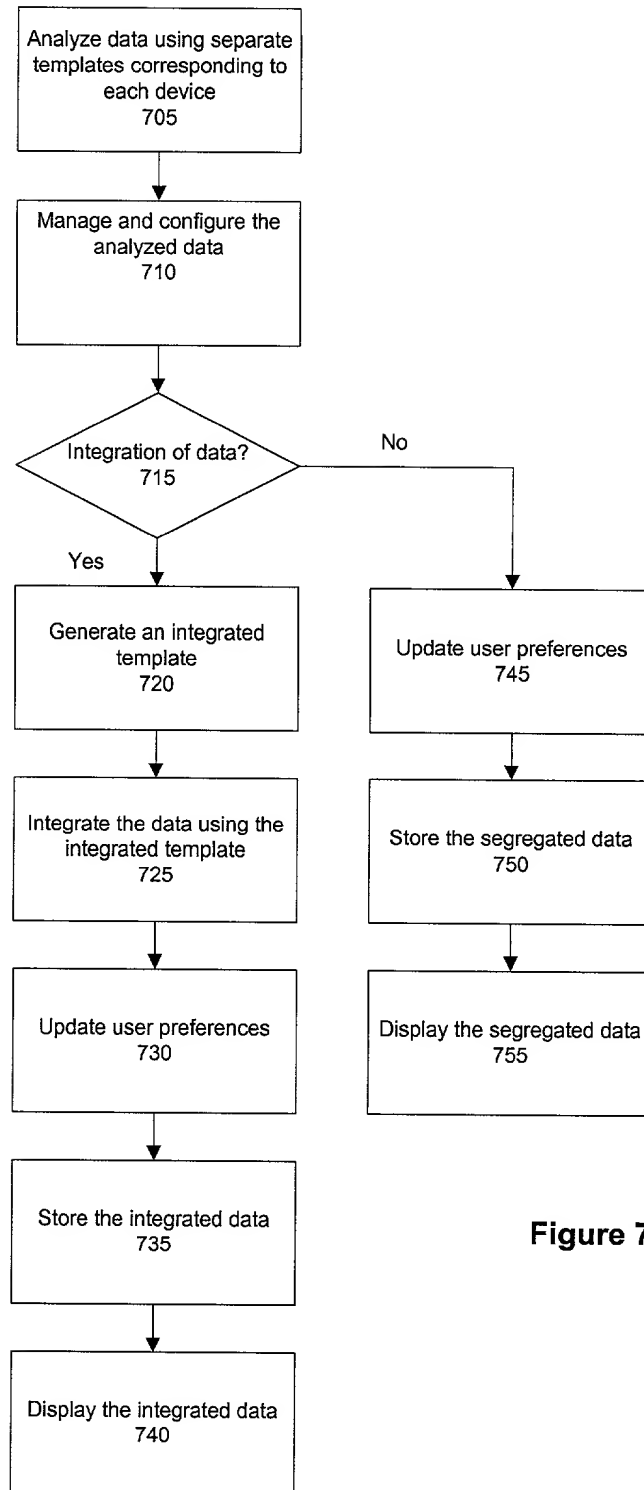


Figure 6



**Figure 7**